

Listing of Claims:

1. (currently amended) A method, comprising:
presenting ~~providing~~ a broadcast segment as part of an interactive television transmission;
receiving with the broadcast segment supplemental information related to a transaction involving the broadcast segment;
responsive to a first command received from a user input device, locally storing the supplemental information received prior to the first command ~~associated with a transaction related to the broadcast segment;~~ and
responsive to a second command received from the user input device and subsequent to presenting ~~providing~~ at least a portion of the broadcast segment, retrieving the locally-stored information associated with the transaction and providing content related to the broadcast segment using the retrieved information to resume the transaction.
2. (currently amended) The method of claim 1 wherein storing the supplemental information ~~associated with the transaction includes deferral of~~ comprises deferring the transaction until the second command is received.
3. (original) The method of claim 1 wherein the broadcast segment comprises a commercial.
4. (original) The method of claim 1, further comprising:

displaying one or more items in a shopping cart, including an item identifying the transaction;

providing at least some of the retrieved stored information related to the transaction in response to selection of the item in the shopping cart identifying the transaction; and

in response to selection of the item in the shopping cart, providing content related to the broadcast segment by displaying context information.

5. (original) The method of claim 4 wherein providing the context information includes streaming at least a portion of the broadcast segment.

6. (original) The method of claim 4 wherein providing the context information includes providing supplemental information related to subject matter in the broadcast segment.

7. (original) The method of claim 4, further comprising:
prompting for a selection to complete the transaction or to view additional context information; and
in response to the selection, completing the transaction or providing the additional context information.

8. (original) The method of claim 1, further comprising:

prompting for user selection to conduct the transaction or to defer the transaction;

responsive to user selection to defer the transaction, storing information related to the transaction in a shopping cart; and

responsive to user selection to conduct the transaction, processing user input information related to conducting the transaction.

9. (original) The method of claim 1, further comprising, subsequent to receiving the second command, connecting to a communication network to obtain at least some additional information useable for the transaction.

10-22. (cancelled)

23. (new) A method, comprising:

receiving a broadcast segment including supplemental information sufficient for conducting at least a portion of a transaction;

notifying a user that the transaction is available;

receiving a user command to defer the transaction;

storing the supplemental information;

storing context information relating to the transaction;

deferring the transaction;

receiving a user command to resume the deferred transaction;

retrieving the stored supplemental information and context information;

using the supplemental information and context information to resume the deferred transaction from the point at which it was deferred and restore the user's context within the transaction.

24. (new) The method of claim 23, wherein storing the supplemental information comprises storing a URL of a website.

25. (new) The method of claim 23, wherein storing the supplemental information comprises storing an ATVEF trigger.

26. (new) The method of claim 23, wherein storing the supplemental information comprises locally storing the supplemental information within a set top box.

27. (new) The method of claim 23, wherein storing context information comprises storing information previously entered by a user in connection with the transaction.

28. (new) The method of claim 23, wherein storing context information comprises storing one or more URLs of websites accessed in connection with the transaction.

29. (new) The method of claim 23, wherein storing context information comprises storing content retrieved from websites in connection with the transaction.

30. (new) The method of claim 23, wherein storing context information comprises storing at least one snapshot of the broadcast segment relating to the transaction.
31. (new) The method of claim 30, wherein storing at least one snapshot of a television commercial comprises storing the at least one snapshot locally within a set top box.
32. (new) The method of claim 30, wherein storing at least one snapshot of a television commercial comprises locally capturing the at least one snapshot from the broadcast segment.
33. (new) The method of claim 23, wherein storing context information comprises storing an indication of a current action within a set of actions of the transaction at which point the transaction is to be deferred.
34. (new) The method of claim 23, wherein storing context information comprises storing the context information locally within a set top box.
35. (new) The method of claim 23, wherein notifying comprises presenting an audio indicator of the availability of the transaction.
36. (new) The method of claim 23, wherein receiving a user command to resume the deferred transaction comprises:

displaying a list of deferred transactions; and

receiving a user selection of a deferred transaction to resume.

37. (new) The method of claim 36, wherein receiving a user command to resume the deferred transaction comprises displaying with the list of deferred transactions a list of previously-completed transactions and a list of cancelled transactions.

38. (new) The method of claim 36, wherein displaying a list of deferred transactions comprises automatically displaying a list of deferred transactions during a commercial break.

39. (new) The method of claim 36, wherein displaying a list of deferred transactions comprises automatically displaying a list of deferred transactions after the broadcast segment program being currently viewed has ended.

40. (new) A method, comprising:

receiving a broadcast segment including supplemental information for conducting a transaction;

receiving a command to defer the transaction;

in response to the command to defer the transaction, capturing a snapshot of at least a portion of the broadcast segment relating to the transaction;

locally storing the snapshot within a set top box;

deferring the transaction;

receiving a command to resume the deferred transaction;
retrieving the locally-stored snapshot; and
presenting the retrieved snapshot to restore a user's context in the transaction.